

## ABSTRACT OF THE DISCLOSURE

Digital contents representing the entity of a product  
are incorporated in a control program, and the control program  
5 is transmitted from a vendor to a buyer over a network. The  
product is delivered from the vendor to the buyer after a desired  
delivery period has elapsed from the transmission. After the  
product is delivered, the control program disables the digital  
contents. Therefore, when the present invention is applied  
10 to the book business, the buyer can read the digital contents  
representing the entity of the book immediately after the buyer  
places an order for the book. After that, the buyer can get  
the book that will be delivered.